

Abstract

Title: Organization and management of football academies

Objectives: The aim of this thesis is to create a general model for the organization and management of football academies by exploring key areas in work with youth in football club 1. FC Slovácko. The next object is to propose measures that would lead to the improvement of the conditions of preparation and education of young players in the club.

Methods: The basic method in processing this thesis was “case study”. I focused on a detailed examination of the case, Football academy in 1. FC Slovácko club. I used method “document analysis” and method “interview with the instructions” to collected necessary data and information relating to the football academy.

Results: Using these methods I achieved goals that I had set. I created a generic model for the organization and management of football academies. I found out how works Football academy in Uherské Hradiště and I suggested measures, that could lead to the improvement of conditions and work with youth.

Keywords: football, football academy, organization, children and youth